

Appl. No. 09/935,774
Docket No. 8231
Amdt. dated March 18, 2008
Reply to Office Action mailed on September 19, 2007
Customer No. 27752

REMARKS

Claim Status

Claims 12-35 are pending in the present application. No additional claims fee is believed to be due.

Claims 14 and 24-35 are canceled without prejudice.

Claims 12, 13, 15, 17, 18, 19, 21, 22, 23 have been amended. Support for the amendment is found *inter alia* at page 8, lines 9-20, and page 15, lines 4-12 of the specification.

It is believed these changes do not involve any introduction of new matter. Consequently, entry of these changes is believed to be in order and is respectfully requested.

Rejection Under 35 USC §103 Over Gupta (US 6,820,062) In View of DeTemple (US 5,572,653)

The Action rejects the pending claims as obvious over Gupta in view of DeTemple. In response, and only for the interests of expediting prosecution, Applicant submits this RCE and accompanying claim amendments to overcome the rejection.

Applicant amends the claims such the method is now directed to *inter alia* generating and analyzing, product container and product tracking from at least two stores. The claims include a limitation directed to sending the tracking from the stores, via the Internet, to a single repository (located remotely from the two stores). The benefits of this aspect of the present invention may include the analysis of tracking from different stores and that may include different retailers and formats. There also may be a benefit in that there is potentially less of a need to change configurations of any one store to understand the effects of various configurations because the multiple site configuration may be compared to each other. *See e.g.*, p 8, l. 9 -20; p. 15, l.4-12; p.10, l. 17-22.

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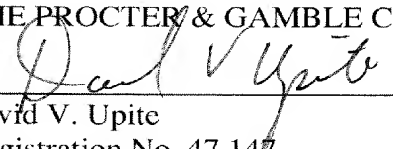
Conclusion

This response represents an earnest effort to place the present application in proper form and to distinguish the invention as claimed from the applied reference(s). In view of the foregoing, entry of the amendment(s) presented herein, reconsideration of this application, and allowance of the pending claim(s) are respectfully requested.

Respectfully submitted,

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Date: March 18, 2008
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